

You are not taking a Chance when you buy HOLEPROOF

"No darning for me on this trip, Dad.
Notice their style, too."



THERE'S this about Holeproof Sox and Stockings that makes many people wonder: They are so soft and so stylish, and can be had in such light weights, that many who see them say, "These hose can't wear."

Yet six pairs are guaranteed to wear a full six months from the day they are purchased. And that means every stitch—from a running thread, to the largest hole. It covers the entire article, not merely heels and toes.

Holeproof Hosiery
FOR MEN, WOMEN AND CHILDREN

Get six pairs of Holeproof and try them out. See what it means to wear stockings and socks that never need bunched, hurtful darning. Prices from \$1.50 to \$3 per box of six pairs guaranteed six months.



We Have ROMPERS

For Children from
2 to 6 Years

A Splendid Assortment at
35c and 50c

BOYS' WASH SUITS

A large assortment to make your selection from at
75c, 85c, \$1.00,
\$1.25, 1.50.



GIRLS' WASH DRESSES

Sizes 2 years to 14

At from

75c to \$2.50

THE LINDAUER MERCANTILE CO.

WATER REQUIRED FOR SUCCESSFUL IRRIGATION

Much has been said by different authorities as regards the duty, or service, of water for irrigation and I will herein give the results of several very reliable tests made in different localities.

As to the extreme highest probable duty of water, as determined by the University of Wisconsin, it is estimated that one cubic foot of water per second (second foot) will produce a yield of 15 bushels of wheat on 529.2 acre sand and a yield of 60 bushels of wheat on 117.6 acres, if applied at the right time and in the proper quantities.

At the state experimental farm at Davis, California, tests for 1910, 1911 and 1912, on the growth of alfalfa, showed that even this crop could be given too much water. Several different plots were given different amounts of water, ranging from 12 inches up to 48 inches for each season, and the average of the three years showed that 30 inches of water would produce a much better paying crop than a larger supply. Several other tests made in that state show about the same results.

The state of Idaho carried on extensive experiments at Buhl, in 1910, in which they produced 67.2 bushels of wheat per acre with only 1.44 feet, total depth of water, in addition to the precipitation of 1.9 inches, this being the largest yield of any of the several plots of five acres each. They also raised 0.86 tons of alfalfa per acre with a total depth of 2.34 feet of water.

All the tests which have been made by the several states and the United States government go to prove that most every irrigator uses too much water for every crop and that he could make much more profit, and produce a better quality of crop, if less water were used.

It seems to be the inclination of at least the American citizens to take all of anything which they can get without it costing more and the irrigator seems to think he is getting more for his money wherever he uses more water, but does he?

First of all, when he does anything which will keep him from reap-

ing the largest possible harvest he is paying direct for his poor practice and then he is not only wasting water but he is filling soil with dangerous alkali, which will tend to still further reduce the yield, and he is also damaging his neighbor's land.

If the farmers of this country would do their work on a scientific basis they would not only get bigger crops but they would be increasing the value of their land and leave water to be used on other now arid lands. They would also show the prospective settler that he does not need such an extensive pumping plant or gravity supply, in addition to showing him what the land can really be made to produce, and these facts demonstrated would greatly assist in getting the locality settled closely.

Of course there are many other features which must be considered and which greatly determine the duty of water in any particular locality. Some of these have been mentioned in previous articles but there are many more which play an important part. A fertile soil will produce a much greater crop, with the same amount of water, than a poor soil and then, too, the make-up of the soil itself has much to do with this matter.

Mention might be made of the influence of sunshine. No plant growth is complete without sunshine and the more the better. It has often been said that if the farmer were to irrigate his farm in the humid district, as is done in the arid district, and therefore safeguard himself against droughts, that he could produce the same amount of crop on a soil of the same fertility. This is not true, for there is not the total amount of sunshine during the growing period and the greater amount of sunshine has a marked effect upon the quality of the crop.

Thus it is plain that the farmers of the arid districts have much the best facilities for crop production, for with rich soil, water to apply at just the time it is needed and with plenty of sunshine, the soil can then be made to produce its maximum with scientific farming.

WHY SOME NEWSPAPERS LEAD AND OTHERS FOLLOW

Any newspaper conducted on a cheap basis is a cheap paper. To make a permanent headway, and become a factor in the town or county, it must be supported by loyal patrons. It is impossible to get something for nothing, and one gets out of a thing about what one puts into it. This is a truism that applies to newspapers particularly, and cannot be successfully controverted. Be the investment money or grain, or both, the returns will be in proportion to the investment. A great many newspapers yield but little returns, perhaps, because so little is put into them. No business will run itself and last long. The newspaper field is not crowded. Horace Greeley once said there was always room at the top for a good newspaper and he was right. Editors and publishers are largely responsible for the sharp criticism often given the weekly papers, because many of them are excuses only, and have no right to live. Then make the paper worth while or kill it—Publishers' Auxiliary.

I can furnish you a good coffee, 6 lbs. for \$1.00. Did you ever hear of such a thing in Deming? F. C. Parrish Spot Cash Store.

BIGGEST SALE IN HISTORY AT NORDHAUS' STORES

Commencing Saturday, June 20 at 9 o'clock in the morning the Nordhaus Sons will hold a combination salvage and clearance sale. The store has been closed all day Thursday and Friday in order to open up and mark the new bargains and remark the regular stock to clearance prices.

Bargains that are bargains will be found from one end of the store to the other. This firm is in the possession of a stock of salvage goods aggregating thousands of dollars, from Eastern jobbers and manufacturers.

It has bought reasonable goods at almost its own prices and is going to distribute them to the people of Deming and Luna county at the lowest prices in trade history.

In this great sale will be clothing, shoes, underwear, hosiery, furnishings, dry goods and in fact hundreds of every day needs for thousands of people.

At their Silver avenue store they will also put on a special sale that will eclipse anything ever attempted in this section if selling merchandise at a uniform scale of prices count for anything.

They announce that they are going to give their customers for the next two weeks, the benefit of their prosperity in this community.

ADELPHI CLUB ELECTED OFFICERS TUESDAY NIGHT

The members of the Adelphi Club, the oldest social organization of Deming, met in annual session Tuesday evening for the election of officers. The officers who served last year were all re-elected, but a new executive committee was chosen. The officers are: John Corbett, president; J. Lewis Brown, vice-president; Edw. Pennington, secretary; A. C. Rathel, treasurer. The members of the executive committee are: N. A. Bolich, Henry Rathel, P. A. Burdick, G. W. Rutherford, A. L. Kuntz.

DROUGHT AT COLUMBUS UNRELIEVED BY THE CLUBS

Whisky furnished the problems for the consideration of the attorney general last week and in view of the sweeping dry victories in Mora and San Miguel counties, assumed some importance.

First came one of two social clubs at Columbus, Luna county, and asked the corporation commission for a refund of incorporation fees. The clubs were organized to relieve the situation created by Columbus going dry and enforcing the ordinance after the village authorities had been mandamus.

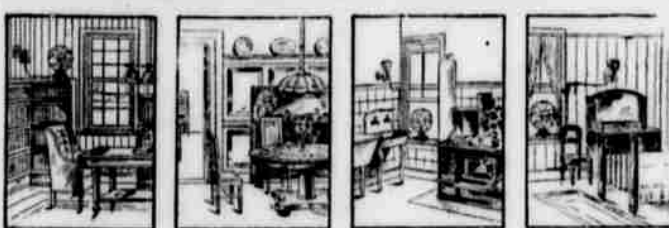
But the originators of the brilliant idea that social clubs might relieve the drought have discovered that the law cannot be evaded and now one of them asks for the return of the incorporation fee. But Assistant Attorney General Harry S. Clancy ruled "nix" when Chairman M. S. Groves submitted to him the request of the Columbus Social club. The club will therefore not get its money back.

Similarly, the assistant attorney general informed Fred Gonzales of Seboyeta, Valencia county, that saloon keepers must quit immediately upon the result of a local option election being promulgated to the effect that the district has gone dry.

Gonzales thought he ought to have twenty days in which to dispose of his stock. Gonzales also wants a refund on his federal and state licenses and was informed that while he cannot get anything on his federal license he has the right to a pro rata refund from the county.

Leyba and Chaves were informed at the same time that they have a right to sell lemonade, soda water and other non-alcoholic drinks even in dry territory such as Galisteo has become lately. The letter says:

"I have to say that there is no law of New Mexico prohibiting the sale of soda water, lemonade or other non-alcoholic drink in what is known as a prohibition district, as if such drinks are sold in connection with your general merchandise store I do not believe that it is necessary for you to obtain a license."



A Portable Breeze So light you can carry it from room to room.

You can keep cool upstairs, downstairs, at work or at leisure with a

Western Electric
EIGHT-INCH FAN
in your home.

Think of having a fan that you can carry around whenever and wherever you need it.



This fan is made especially for the home. It weighs only 4½ pounds—so light a child can carry it.

Gives abundant breeze for cooling any room of ordinary size. Buy one now and be comfortable every day for years.

The cost of running one of these fans is ¼ of a cent an hour—less than burning a single electric lamp.

Let us demonstrate one of these little fans in your home. Call us up—we'll bring it around to—

ELECTRIC SUPPLY SHOP

107 Silver Ave.

Phone 323

COFFEE SPECIAL THIS WEEK

THIS MEANS UP TO FRIDAY OF NEXT WEEK JUNE 26th.

No. 7 Rio, same grade as Arbuckles, regular 25c. 16 2/3c
Santos, regular 35c 28c
B Peaberry, regular 35c 28c
Golden Rio, regular 3 lbs. 35c
Statesman, (regular 3 for \$1.00) tin can 35c
Manor House, 45c 35c

We grind all coffee free, as we have a new electric mill.

F. C. Parrish & Co., SPOT CASH STORE

FIRE DESTROYS HOME EAST OF CITY LIMITS

The residence of R. L. Williams, about a mile east of the court house and just out of the city limits, was destroyed by fire at 4 o'clock last Friday afternoon. The family occupying the home were in Deming at the time and there is no cause known for the fire. The loss was about \$3,000, partially covered by insurance.

Horse Race Tuesday

Over 1,000 spectators were present at the horse race Tuesday afternoon, between Jim Phillips' horse, Billy, and Will Foster's horse, Colonel. The race was run for a purse of \$600 for a distance of 500 yards.

AGRICULTURAL YEAR BOOK

The year book of the Department of Agriculture for 1913 has been distributed. It contains much that is interesting. Tree surgery, rural credits, experiments in selecting seed, and the usual handsome color plates go to make up the work.

LESTER MAKES INTERESTING FIGURES ON PUMPING COSTS

The following is a resume of the costs for pumping, using distillate and crude oil on the H. W. Lester place:

Oil Test
Crude oil cost 6½ cents;
160 gallons at 6½ cents;
160 gallons run engine 34 hours and 5 minutes;
Gallons pumped per hour, 60,000;
Total gallons pumped on 160 gallons crude, 2,045,000;
Cost per hour, \$ 3.108+;
Cost per 100,000 gallons, \$.518.

Distillate
160 gallons at 6½ cents, \$10.40;
160 gallons run engine 25.5 hours;
Gallons pumped per hour, 60,000;
Total gallons pumped on 160 gallons distillate, 1,530,000;
Cost per hour, \$.4078;
Cost per 100,000 gallons, \$.6795.

The pumping depth was 47 feet; American Well Works turbine pump, two-stage, and Van Severen 25 h. p. engine was the equipment used. Mr. Lester lives east of Deming.

Mrs. Julia M. Layne, W. E. Layne, mother and brother of Mrs. Frank Monser, are here from Higginsville, Missouri, for an extended visit.

PERSONAL

W. T. Thorpe of Tucson, Arizona, was a visitor at the chamber of commerce last Monday.

J. L. Caspary, Jr., a business man of El Paso is in the city for a few days calling on his many Deming friends.

J. S. Robinson the mining man of Hurley was a visitor in the city for a few days this week.

J. Oscar Trevine and J. Anderson, Jr. of El Paso, were in the city for a few days this week.

Lyle C. Whitist of the government forestry service, with headquarters at Denver, Colorado, was a visitor in the city Tuesday on his way to Silver City.

Mrs. James A. Queney of El Paso was a visitor in the city one day this week on her way to Silver City where she will visit relatives for a few weeks.

Robert L. Rahlberg of Dalhart, Texas, arrived in the city Tuesday and with a party of friends will make arrangements for settling in the valley.

Harlan Shirley, a traveling man who has been covering this territory for the last twenty years was a visitor in the city for several days this week as the guest of Dr. and Mrs. M. J. Moran. Mr. Shirley will leave Sunday for San Francisco, California, where he will go into business.

Arthur A. Klein of Cleveland, Ohio, R. B. Dean of Orange, Wisconsin, Deney Lewis and Clyde M. Becker of Rincon and C. M. Harvey, a mining man of El Paso, were visitors at the chamber of commerce last Monday.

Miss Allie Stecker left this week for Berkeley, California, where she will spend the summer.

Mrs. J. G. Moir left this week for Portland, Oregon for a two months' visit on the coast.

I have a new electric coffee mill and grind free. F. C. Parrish, Spot Cash Store.